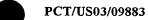CLAIMS

What is claimed is:

1.   A handheld device employing disparate sources to provide an electronic programming guide, comprising:

5   an input adapted to receive a program identification extracted from a broadcast signal, wherein the program identification is adapted to identify available media content;

a synchronization engine adapted to create a link associating the program identification with additional information relating to the available media

10   content; and

a user interface adapted to communicate the additional information in association with the program identification to a consumer based on the link.

2.   The device of claim 1, comprising a data request module adapted to identify the additional information at a remote location on a communications

15   network.

3.   The device of claim 1, comprising a data request module adapted to request the additional information from a remote location over a communications network based on the program identification.

4.   The device of claim 1, comprising a portal input adapted to receive

20   the additional information from a remote location over a communications network.

5.   The device of claim 1, comprising a web browser adapted to store the additional information in a memory of the handheld device.

6.   The device of claim 1, wherein said user interface is adapted to communicate the program identification to the consumer.

25   7.   The device of claim 6, wherein said user interface is adapted to detect a selection of the program identification by the consumer.

8.   The device of claim 7, wherein said synchronization engine is adapted, upon detecting the selection, to retrieve the additional information from a location in memory of the handheld device via a link between the program

30   identification and the location,.

9.   The device of claim 7, wherein said synchronization engine is adapted, upon detecting the selection, to retrieve the additional information from a

remote location over a communications system via a link between the program
identification and the remote location.

10.   The device of claim 7, comprising:

retrieving the additional information from a location via a link
5   between the program identification and the location, wherein said retrieving occurs
in response to said detecting; and

communicating the additional information to the consumer in
response to said detecting.

11.   The device of claim 1, wherein said synchronization engine is
10   adapted to create an electronic program guide data structure and source data
structure.

12.   The device of claim 11, wherein said synchronization engine is
adapted to build the electronic program guide data structure by scanning available
source devices in the source data structure.

15   13.   The device of claim 12, wherein said synchronization engine is a
adapted to parse content of the source devices and construct the electronic
program guide data structure based on the content.

14.   The device of claim 13, wherein said synchronization engine is
adapted to locate a program list view providing a first level of programming guide
20   information including channels and programs of the electronic program guide data
structure.

15.   The device of claim 14, scans available sources to determine if
multiple sources exist, to select a source with a most recent date and time stamp,
and to retrieve content from a selected source.

25   16.   The device of claim 15, wherein said synchronization engine is
adapted to construct an electronic program guide view on a display of the device,
and to provide a hyperlink on the display to a second level of electronic program
guide information.

17.   The device of claim 16, wherein said synchronization engine is
30   adapted to create a subsequent hyperlink directing the user to a third level of
electronic program guide information.

18.   The device of claim 16, wherein said synchronization engine is adapted to download electronic program guide contents to the device prior to a user request for electronic program guide contents.

19.   A method of operation for a handheld device employing disparate sources to provide an electronic programming guide, comprising:

receiving a program identification extracted from a broadcast signal, wherein the program identification is adapted to identify available media content;

creating a link associating the program identification with additional information relating to the available media content; and

communicating the additional information in association with the program identification to a consumer based on the link.

20.   The method of claim 19, comprising identifying the additional information at a remote location on a communications network.

21.   The method of claim 19, comprising requesting the additional information from a remote location over a communications network based on the program identification.

22.   The method of claim 19, comprising receiving the additional information from a remote location over a communications network.

23.   The method of claim 19, comprising storing the additional information in a memory of the handheld device.

24.   The method of claim 11, comprising communicating the program identification to the consumer.

25.   The method of claim 24, comprising detecting a selection of the program identification by the consumer.

26.   The method of claim 25, comprising retrieving the additional information from a location in memory of the handheld device via a link between the program identification and the location, wherein said retrieving occurs in response to said detecting.

27.   The method of claim 25, comprising retrieving the additional information from a remote location over a communications system via a link between the program identification and the remote location, wherein said retrieving occurs in response to said detecting.

28.   The method of claim 25, comprising:

retrieving the additional information from a location via a link between the program identification and the location, wherein said retrieving occurs in response to said detecting; and

5   communicating the additional information to the consumer in response to said detecting.